

FILED

MARCH 26, 1985

NEW JERSEY STATE BOARD
OF MEDICAL EXAMINERS

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
BOARD OF MEDICAL EXAMINERS

In the Matter of the)
Advertising Practices of)
PETER C. PROFETA, D.C.)
)

CONSENT ORDER

This matter has come before the State Board of Medical Examiners upon its receipt of an advertisement appearing in the July 21, 1984 Herald News in which respondent advertised his practice. Specifically, in that advertisement, respondent purported to offer the following services:

1. chiropractic
2. nutrition
3. stress management
4. preventive cardiology

The Board also notes that in that advertisement, respondent, as the holder of a limited license, failed to include his degree designation in violation of N.J.A.C. 13:35-6.1.

In his testimony before the committee, respondent acknowledged the misleading potential of his claims with respect to stress management and preventive cardiology. The Board finds such claims to be a violation of N.J.A.C. 13:35-6.10(c)1. However, in view of respondent's testimony that he has stopped using this form of advertisement, the Board has determined that good cause exists for the entry of the within Order.

Accordingly, it is on this 22nd day of March, 1985,

ORDERED:

1. Respondent, Peter C. Profeta, D.C., is hereby reprimanded

for havin^g published or caused to be published an advertisement in which he failed to include his degree designation and made certain claims of a misleading nature.

2. Respondent shall pay to the Board of Medical Examiners by form of money order or certified check civil penalties in the amount of Five Hundred (\$500) Dollars for his failure to include a degree designation in the advertisement appearing in the July 21, 1984 Herald News.

3. Respondent shall cease and desist from publishing or causing to be published any advertisement which fails to include his degree designation and makes claims of a misleading or false nature.

STATE BOARD OF MEDICAL EXAMINERS

By: Edward W. Luka MD
EDWARD W. LUKA
President

I consent to the form and entry
of the within Order:

Peter C. Profeta
PETER C. PROFETA, D.C.